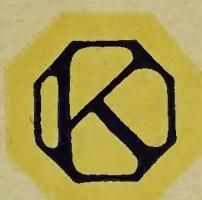


HOME SUGGESTIONS



The
ASSOCIATED TILE MANUFACTURERS
BEAVER FALLS, PENNSYLVANIA

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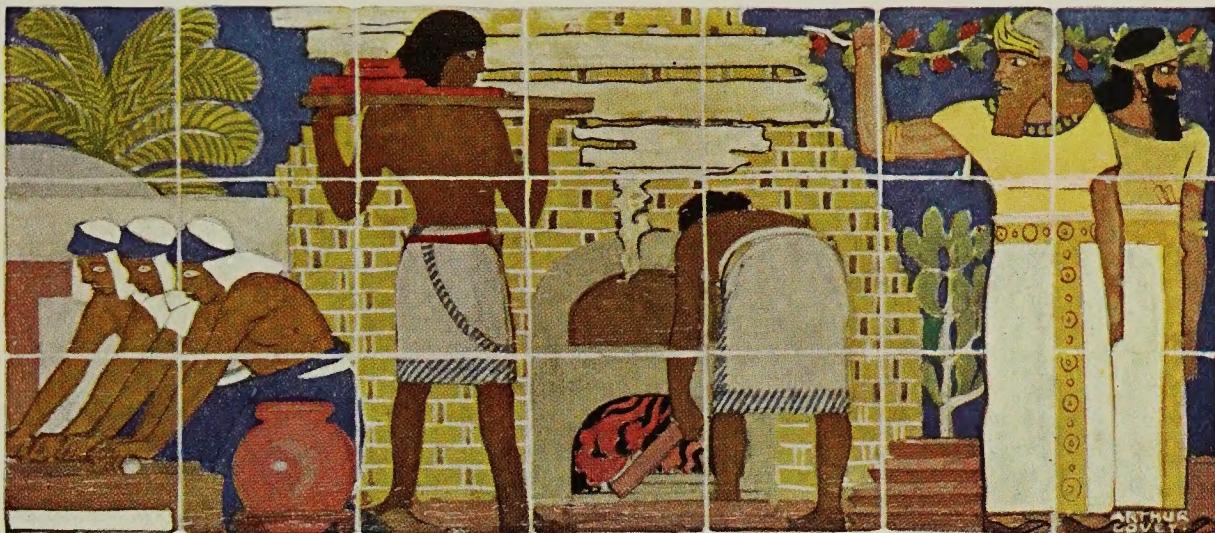
HOME
SUGGESTIONS



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ASSOCIATED TILE MANUFACTURERS
BEAVER FALLS, PA.

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TILING of floors and walls in good homes is the logical outcome of the aim to build homes more distinctively, more permanently, more healthful and easier to care for. The idea is not new by any means, because tiles have been used extensively for this purpose since the early middle ages. They have been valued as a decorative material ever since men became potters and learned to appreciate the durability of burned clay. Every historical period and every civilization has left to us beautiful tiling in scores of the world's finest architectural achievements. In mystic Egypt, in glorious Greece, in pompous Rome, in Persia, in Byzantium, in Spain, France, Italy and old England, everywhere in uninterrupted chain to this day, tiles have been valued by architects and artists as an enduring decorative material.

Today we regard their attractiveness, their color gamut, their variety of texture and their permanence more highly than ever, and in addition science has taught us to value their sanitary merit. Tiles are therefore eminently suited to the needs of the home builder because of this variety of properties which no other material can supply.

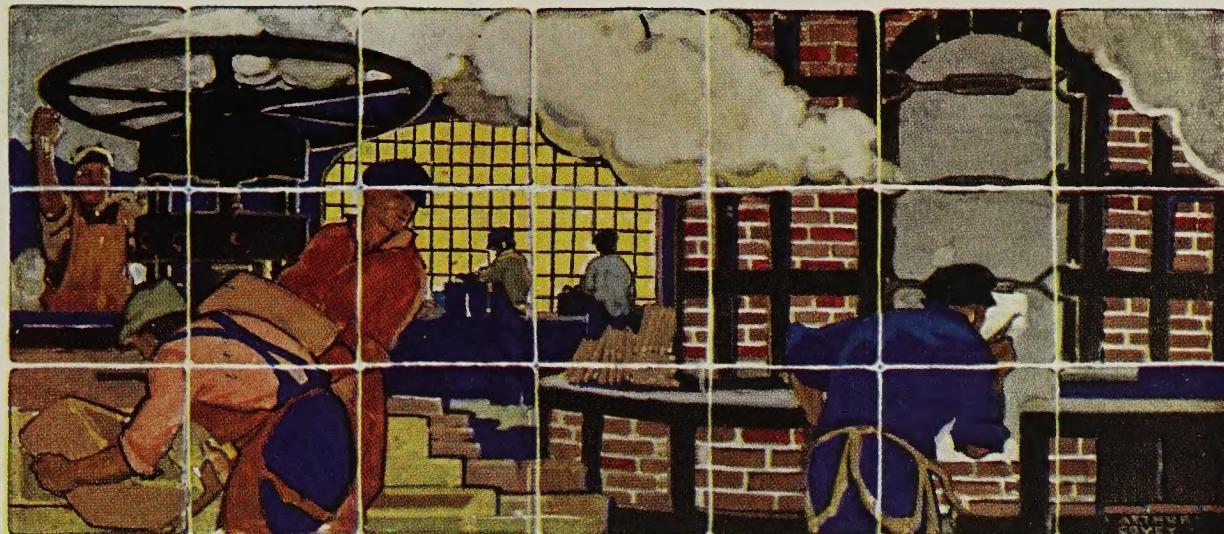
Since floors and walls are the background for the furnishings, the basis of the decorative scheme, they must be right in color, texture, scale and pattern, to fulfill their functions properly. By using tiles, an exquisite background for any type of furnishings is provided and the most fastidious taste can be satisfied. With very little expenditure of



thought and care in selecting colors, textures, sizes and shapes of the tiles, an aesthetic result is assured.

And a most appealing point about tiled surfaces is the distinct originality and individuality of each effect. There is nothing ready-made about tiled floors and walls, because in each case the tile units are selected and applied to suit the space; your preference can have the greatest sway. Wallpapers, fabrics, rugs, linoleum, all come in manufactured patterns, and the same pattern is used in many homes. But in tiles, there are no limitations and fixed patterns of this sort, because tiles are units and can be assembled in an endless variety of ways. Colors and textures can be chosen and combined into designs suitable to the function of the room and sizes and shapes used in keeping with the architectural scale. The various kinds of unglazed, glazed, inlaid, embossed, bright, dull, and matt finished tiles, which are made in squares, oblongs, hexagons, octagons, triangles and circles, and in an unlimited color range, are an inexhaustible source for original designs and effects. This makes it possible to impress individuality and distinctiveness upon any home.

From a utilitarian standpoint tiles are just as desirable. Their durability is almost proverbial. They are not susceptible to becoming shabby. The colors do not fade or change even in the strongest sunlight. The surface does not wear off. They remain new ever, and retain their original freshness and attractiveness.



Countless housecleanings do not in the least dull, deface or otherwise damage them, even though strong lyes and cleaning compounds are used. The particular housewife need not watch anxiously lest the servants drip soapy water or put a pail of hot water on her floors; nor need she fear scratches and dents from shoe nails or when furniture has to be moved about, because tiled surfaces can not be damaged in the least in such ways.

She will thoroughly appreciate the difference in cleanliness too; she will quickly discover that much less work and time are required to keep the tiled floors and walls clean. An occasional wiping with a moist cloth is all the care a glazed tile surface usually requires. Floors may have to be scrubbed with a gritty cleaning compound at housecleaning time to restore the full richness of color. But in any case it is a very simple matter to preserve the original freshness or restore it quickly in case of neglect.

Tiles can be used in any room with the assurance that they will serve the purpose well. The Associated Tile Manufacturers produce floor and wall tiles of every description and for every purpose. By requesting your architect to specify our product or your tile contractor to use it, you make certain of receiving the most artistic and serviceable tiles obtainable.

Selection of the kinds and colors best suited to your particular requirements can be made most advantageously from samples held on display in your local tile dealer's showroom, and proper estimates of cost also can there be presented to you.

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The Tiled Reception Hall

Service, dignity, and long association make tiles eminently appropriate in the reception hall. Here is more or less eager scrutinizing to be withheld, and here are to be given early impressions of the house interior. The tiled hall stands the closest scrutiny and gives the impression of sterling excellence, and of adequacy.

It is because of its attractiveness that tile-work is so highly favored, and tiling in the reception hall proclaims appreciation of beauty and fitness. The tiled floor here testifies to good taste, and to a sense of relative values prompting the choice of a material at once dignified and pleasing, and durable and serviceable.

The tiled reception hall knows no superior; its traditions and history give to it the security of place. There are of course many questions as to the hall of the new house, and a wide choice of tile treatments is available, but the decision to use tiles is fundamentally and architecturally right.

The tiled hall has the approval of precedent and of having given long and continuous satisfaction.



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*Tiling helps to produce that interest
and impression of spaciousness and
substantiality which the character of
the reception hall calls for.*

The Tiled Living Room

In the living room tiles attain to their most aesthetic uses. Here they are decorative in an exquisite sense; they beautify the room and give to it a pleasant atmosphere.

Tile trim and tiled floor contribute to this desired effect. Tiles afford trim in practically any size and color or combination of colors to suit the owner's wish, and not only does this trim carry a style of its own, definite, characteristic, and pleasing, but it blends with the furnishings.

The tiled floor fits into any decorative arrangement of the room. It consists naturally of tiles of a solid color, or of a pleasing combination of the more tempered hues.

Attractiveness is the foremost quality of tiles. Wherever used, they show beauty in a measurable degree, beauty and appropriateness that harmonize happily; in some cases, according as they are used, adding to the charm of the room, in others absolutely making it.

*Tiled trim and floor in large measure
meet the decorative requirements of the
living room.*



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Tiling the living room is an æsthetic achievement. Distinctive and novel effects, warmth of tone and interesting texture are easily obtained.

The Tiled Fireplace

The fireplace may be the starting point for the decorative scheme of a room; it is always a feature.

Tiles are a fire product; they look right as a fireplace hearth and facing; they belong.

Tilework for the fireplace marks with grace and symmetry what otherwise were merely a bare device attempting to give cheer and warmth; tiles add the sympathetic touch and round out with charming effect the central feature of the room.

Such a central feature, of pleasing, dignified, and finished appearance, with a comfortable chair or two, provides luxurious comfort.

A tiled fireplace is complete. It returns in harmonious and satisfying service generous value for the money investment; it is a beautiful thing, and constantly increasing in favor.

*Other deft touches help, but the room
with a tiled fireplace is made.*



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Tiles for the fireplace have symbolic value. They typify that respect and interest which mankind pays to the hearth.

The Tiled Dining Room

The dining room offers opportunity for appropriate and effective use of tiles. Because of its cleanly attractiveness, a tiled floor is eminently desirable in this room; the beautiful spotless tiled floors of Dutch, Flemish, French, and old English dining rooms testify to the appropriateness of this use and show us the way.

Tiles fit into any period of interior detail, any principle of design; they appeal to the artistic sense, and their use in the dining room marks this place as a unit of refinement and satisfaction.

The trim and paneling so readily designed in tiles facilitate execution of any plan the owner and decorator may intend for this essentially cheerful room; with tiles, the discerning may easily work out delightful and harmonious effects.

Whether the room is to show a formal or a homelike treatment, tiles properly have a place as floor, wall and panel material, and in these uses please and satisfy on simple as on ceremonial occasions.



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*Tiles assist in making the dining room
fully serve its purpose—a clean and
cheery place to eat in peace.*

Tiling the Veranda

Tiles abound in colors suitable for porch work. The floor can be tiled to blend with different fittings from season to season, contributing charm to each, or the tiled design can properly stand out as the keynote of the porch ensemble.

The tiled porch brings outside a bit of the beauty and charm of the house. Tiles resist indefinitely the effects of the elements, and in spite of the fiercest attacks retain their soft, warm colors and their material character.

The tiled porch does not decay or disintegrate. The durability of tiles insures good condition of the porch and keeps repair bills away.

*Tiling the porch gives it distinctiveness
and is, besides, a positive economy.*



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*Tiles are permanent on open porches
and terraces where no other material
will last.*

The Tiled Sunroom Outdoors Within

Tiles make the sunroom cheerful and attractive. They contribute color and texture, lend themselves readily to design, and reflect always the presence of discriminating taste.

Tiles easily solve the task of owner and architect; whatever plans either of these may have for the sunroom can be expressed in tiles.

Tiled in a single quiet shade or in design, the floor of the sunroom is appropriate and correct. With whatever features the room contains—furnishings, flowers, or fountain—tiling bears proper association.

The tiled surface lasts and retains its beauty. Marks of flower pots and stains of any kind wash off readily, which leaves the tiles with their original finish.

Tiles are a safe installation, from the point of view of general approval, and a satisfactory one because of the service they give.



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Rich and colorful effects, which the sunroom requires, are assured when floor and walls are tiled.

Bathrooms Extraordinary

For those who prefer to have bathrooms in color, tiles offer a wide range of choice, without sacrificing any of the distinctive advantages which have made this material popular in white.

Tiles with these same advantages are available in almost innumerable colors and shading, in many sizes, and in bright, dull, and matt finish. Practically any conceivable design works out perfectly from this abundant variety of selection—anything from a simple pattern in soft, unassertive colors to elaborate designs incorporating the most vivid and positive hues.

Any preference in treatment of the bathroom is thus made possible of expression in tiles; a cool and invigorating effect, a warm and cozy appearance, a neutral result—all are alike easily obtained in this durable and sanitary material.

For the properties of tiles must not be forgotten in planning the bathroom; the room requires to be tiled for the sake of cleanliness and economy as well as for the attractive finish which tiles provide.



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*All who value quiet distinction and a
certain degree of luxury have bath-
rooms tiled in subtly related tones.*

The Morning Luxury

A house may have every other improvement, but unless it has the tiled bath it is incomplete. The bathroom can be tiled in practically any design, but it must be tiled.

The tiled bathroom is where tiles, because of their utility and attractiveness are accepted everywhere as the proper thing. There is no bathroom now, in the best sense, but the tiled bath.

The tiled bath looks its cleanliness. It never needs to be done over; there is no upkeep—no outlay for refinishing or resurfacing. The first cost is the last. The tiled surface is durable, and its attractiveness endures.

The new dwelling has a tiled bath to every bedroom, permitting every member of the family the luxury of starting the day right.

The tiled bath to every bedroom is a necessary luxury. It will make the hospitality of your house famous, for to give the guest a private tiled bath is to put him at his ease.



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Tiled kitchen floor and walls delight
every woman by their neatness and
lasting newness.

The Tiled Laundry

A Clean and Cheerful Workroom

Tiling the laundry makes a different day of washday. The attractiveness of such a room makes it easy to get started; makes for progress; makes it easy to clean up.

Tiled surfaces carry into the laundry their standard virtues of durability, economy and cleanliness. Finished in tile, the laundry is always in splendid condition, and this means a great deal to all concerned. To come to work in a place that is always attractive, and spick and span as the day it was built, gives a stout heart and a good start. It is astonishing what a difference a clean and attractive workroom makes.

The importance of washday in the weekly routine makes the tiling of the laundry desirable. One expects to find the laundry already tiled in a new house, but tiling the laundry also gives an old house new value, puts it in a new class.



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*Time, work and energy are conserved
and sanitary excellence assured at all
times by tiling the laundry.*

The Tidy Garage

For Fine Cars

Tiled floors and walls are requisites in the complete garage for fine cars if the interior of this building is to be of utmost use and attractiveness.

The tiled floor absorbs neither grease nor gasoline, nor anything else, and cleans easily, no matter what has been spilled or tracked upon it. And tiled floor and walls afford fire-proof protection to cars and whatever may be left in them.

The tiled garage is economical, not only because of its fireproof and easy-cleaning qualities, but also because it is durable and requires no upkeep. It lasts, in good condition, without repair or refinishing.

With reasonable attention a garage with tiled floor and walls always presents a tidy and attractive appearance.



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*The garage needs tiling for the sake of
attractiveness as much as for utili-
tarian reasons.*

Tiles for the Exterior

With the development of the stucco house, there has arisen demand for a satisfactory method of adding the decorative touch, and tiles, because of the range of colors they offer, and because of their durability, were quickly recognized as the right material for this purpose.

Introducing color by use of tiles is architecturally and artistically correct, because of the basic relationship of these materials and because there are available in the wide range of tiles textures and finishes to correspond with any stucco treatment.

Varying the appearance of the stucco exterior has been accomplished with tiles in various ways. Tiled gables, arches, pediment, and panels are appropriate because based on precedent; the lower story may be tiled, or a frieze or band may be used in a purely ornamental way. Wherever in this connection color is desired, tiles are proper and suitable.

Such use of tiles results in pleasing appearance and lasting satisfaction. Tiles are wear-resisting, fireproof, and economical, and this exterior use is constantly coming into new appreciation and more general adoption.



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Tiles help wonderfully toward the realization of the picturesque qualities which are especially desirable in a stucco house.

*The Members of
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are*

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AMERICAN ENCAUSTIC TILING CO., Ltd.

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